

Claims

1. System for media distribution in a physical area (1) comprising
at least one uniquely identifiable tangible first type tag (2), which can be carried around
5 said physical area (1) by a user being visitor thereto;
at least one uniquely identifiable tangible second type tag (3), identifying a media access
point in said physical area (1);
an administrative system (4);
communication means (5, 7, 8);
10 wherein,
at least one of said tangible first and second type tags (2, 3) has means (6) for
identifying combinations of tangible first and second type tags (2, 3) brought into close
proximity of each other and communicate information relating to these tangible tags to
the administrative system (4);
15 said administrative system (4) being arranged to respond to this information through
distributing to communication means (7, 8) associated with either of these tangible tags
media determined by the received information.
2. A system according to claim 1, further comprising
20 an event manager associated with said administrative system (4);
wherein;
computer-readable events are embedded in the information identifying the tangible tags
(2, 3) brought into close proximity of each other and communicated to the administrative
system (4).
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3. A system according to claim 1, wherein
said administrative system (4) is integrated in a communication means (7) associated
with a tangible first type tag (2).
- 30 4. A system according to claim 1, wherein
said tangible first type tag (2) comprises means for determining the identity of the user.
5. A system according to claim 1, wherein
said administrative system (4) comprises means for collecting and compiling statistics of
35 a user session.
6. A method for media distribution in a physical area (1) comprising the steps of:
providing at least one uniquely identifiable tangible first type tag (2), which can be
carried around said physical area (1) by a user being visitor thereto;
40 providing at least one uniquely identifiable tangible second type tag (3), identifying a
media access point in said physical area (1);
providing an administrative system (4);
providing communication means (5, 7, 8);

providing at least one of said tangible first and second type tags (2, 3) with means (6) for identifying combinations of tangible first and second type tags (2, 3) brought into close proximity of each other and means for communicating information relating to these tangible tags to the administrative system (4);

- 5 arranging said administrative system (4) to respond to this information through distributing to communication means (7, 8) associated with either of these tangible tags (2, 3) media determined by the received information.

7. A method according to claim 6, further comprising the steps of:

- 10 associating an event manager with said administrative system (4);
embedding computer-readable events in the information identifying the tangible tags (2, 3) brought into close proximity of each other and communicated to the administrative system (4).

- 15 8. A method according to claim 6, further comprising the step of:
integrating said administrative system (4) in a communication means (7) associated with a tangible first type tag (2).

9. A method according to claim 6, further comprising the step of:
20 providing said tangible first type tag (2) with means for determining the identity of the user.

10. A method according to claim 6, further comprising the step of:
providing said administrative system (4) with means for collecting and compiling
25 statistics of a user session.

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